



AIPH

AIPH Newsletter | September 2022

AIPH 74 Congress

'Influencing Change in a Digital World'

We invite professionals to discover the future of horticulture in the digital age at **AIPH 74th Annual Congress** from 27th-30th September at AIPH-approved horticultural Expo 2022 Floriade Almere in the Netherlands. [Register by Monday, 12 September, as rooms are likely to be unavailable after this date in the Congress hotel.](#)

74th AIPH ANNUAL CONGRESS

On **Wednesday 28 September**, with a theme of **'Influencing change in a digital world'**, the World Ornamental Horticulture Summit will bring together experts and influencers from the horticultural industry to discuss: how new media and digital marketing can be utilised to drive sales; how social media can influence the supply chain; and how the industry can prepare for a new world of consumer power.



The Congress ends with **Professional Visits** on **Friday 30 September** with a touring schedule of the greenhouses and nurseries in Flevoland visiting Tesselaar Alstroemeria, Kwekerij Bernhard, Bij Ons in de Wellerwaard, Boomkwekerij J.P. Van Straalen, and Kwekerij Hoekert.

Register before 12 September

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Summit Event Partners

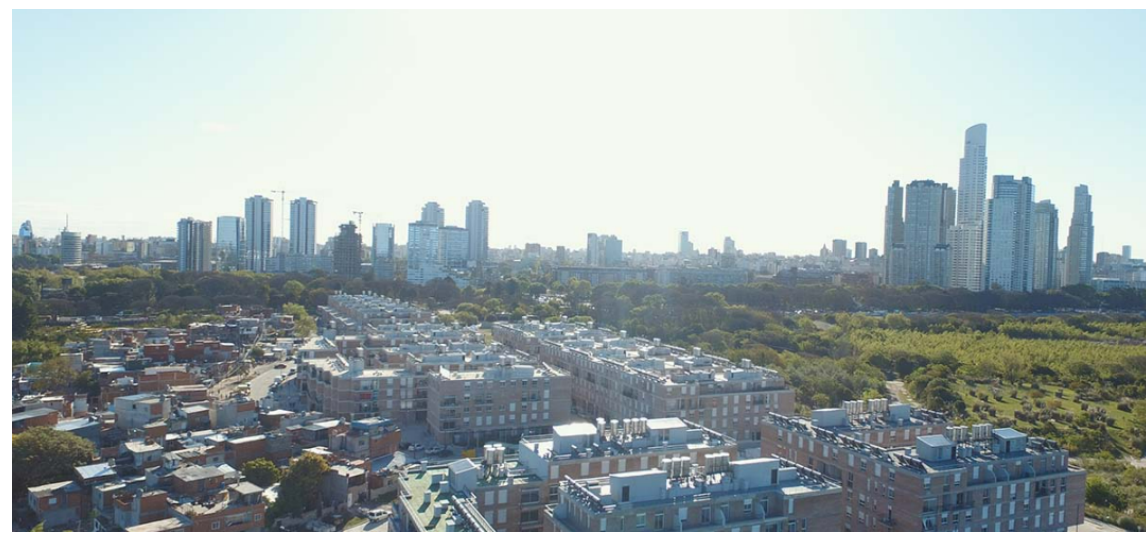


Expo Conference Event Partner



AIPH GREEN CITY INITIATIVE

Green City Briefings goes global



AIPH, in collaboration with the Worshipful Company of Gardeners, proudly presents **Green City Briefings 2022/23**. This year it is even more global, featuring cities around the world that demonstrate significant progress in including plants and nature in their city's form and function.

The first feature city is **Buenos Aires, Argentina** on **13th September 2022, online between 1pm – 2pm BST (London time zone)**.

Buenos Aires is a finalist in the Living Green for Social Cohesion category of the AIPH World Green City Awards 2022. The session focuses on how habitat conservation strategies are integrated into urban development with a particular focus on human and habitat vulnerabilities.

Register for the Green City Briefings

AIPH Green City Forum

Nature-based innovation to get recognition at inaugural awards



The **AIPH World Green City Awards** are all about showcasing innovation and inspiring a global movement for greener cities. In addition to the 18 AIPH World Green City Awards finalists, six more cities will receive Certificates of Merit for the innovative approaches to urban greening demonstrated in their entries...

Read More

Subscribe to the AIPH Global Green City Update

AIPH - FCI POLAND TRADE MISSION

Last call to register for Trade Mission Poland in Warsaw between 21-22 September



Join these Polish retailers who are ready to meet interested exporters at the inaugural **Trade Mission Poland on the 22 September in the Mazurkas Convention Centre in Ożarów Mazowiecki**. It is organised by AIPH, *FloraCulture International* and Fresh Market Poland, with professional tours arranged by the Dutch Embassy in Warsaw. We are organising individual, tailor-made B2B meetings between Poland's most important retail chains and producers and exporters of cut flowers, bouquets, houseplants, garden plants, shrubs, trees and bulbs.

Registration Closing Soon



AIPH INTERNATIONAL GROWER OF THE YEAR

[IGOTY 2023 is open for entries until 10 October](#)



Ornamental professionals have until Monday 10th October to nominate their business - whether its growers of plants, flowers, trees or bulbs - for the AIPH International Grower of the Year (IGOTY) Awards 2023.

The awards categories are:

- Finished plants and trees
- Young plants
- Cut flowers and bulbs
- Sustainability
- Inspiring business

Find Out More

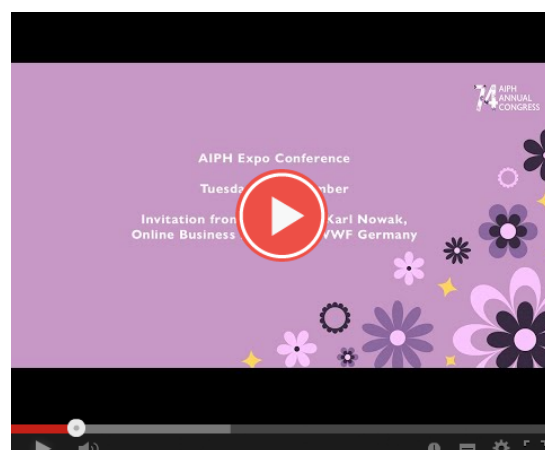


AIPH HORTICULTURAL EXPO NEWS

[Exploring NFTs' potential for International Horticultural Expos](#)

Included in AIPH 74th Congress schedule is the **Expo Conference, on Tuesday 27 September** where AIPH-approved Horticultural Expos will deliver updates on their progress. Guest speaker Karl Nowak will explain how Expos can create digital legacies with Non-Fungible Tokens (NFTs). **[Register by Monday, 12 September, as rooms are likely to be unavailable after this date in the Congress hotel.](#)**

74 AIPH ANNUAL CONGRESS



On **Thursday, 28 September**, join the **VIP Tours of Floriade Expo 2022**, visiting the international pavilions showcasing their latest green innovations, solutions and applications following the Expo's theme of 'Growing Green Cities'.

Book Before 12 September



[Expo 2026 İzmir promises a 'nature-based' future](#)



Expo 2026 İzmir has the central theme of “Living in Harmony”, and it will take place in, Türkiye between 1 May and 31 October 31, 2026. The Expo site, known locally as Yeşildere, is approximately 100 hectares. The landmark of the Expo Park will be the Atatürk Mask.

Moving south, it follows the 392,650m² Meles Stream, a seasonal stream that passes through the Expo site towards the Gulf of İzmir, the Expo site's Southern point, where a natural Mediterranean forest will be the entrance of the Expo Park...

Read More



[Green and pleasant atmosphere at first edition PLANTARIUM|GROEN-Direkt](#)



The first edition of the **PLANTARIUM|GROEN-Direkt Fair**, which took place on 24 and 25 August, was a major success. The AIPH-approved Horticultural Trade Expo was the largest garden plant event in Europe, attracting visitors from all over Europe and far beyond. *FloraCulture International* Editor Ron van der Ploeg reviews the event in the September edition of FCI...

[Read Review](#)



AIPH Sustainability guidance for Expo organisers

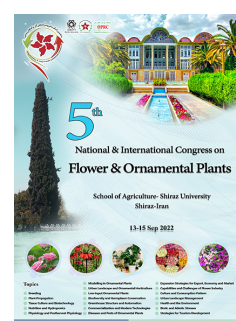
Sustainability is an integral part of AIPH philosophy; we support Expo organisers by creating managerial tools and guidelines for organisers in developing a comprehensive sustainability strategy and plan. In this framework, this month, we are running a Sustainability Webinar designed for AIPH Expo Organisers, supported by Ms Valeria Pini of Wisdrome, an Italian network of consultants accompanying businesses and the public sector for a sustainable tomorrow.



AIPH PEOPLE

Promoting the interests of the industry

The AIPH Secretary General Tim Briercliffe will be a guest speaker at the Iran Ornamental Horticultural Society 5th Congress on Flower & Ornamental Plants on 13 September. He will be presenting on The global ornamental horticulture industry in 2022 – rising costs and the global supply chain. Visit, [the website](#).



The next day, Tim will be speaking at the **Horticultural Trade Association's (HTA) Annual Conference** on 14 September at The International Convention Centre, Birmingham. The conference will explore areas such as the retail revolution, consumer insights, what garden design will look like nationally and globally, and much more. Visit, [the website](#).

Promoting ornamental horticulture for green cities

In August, AIPH Technical Advisor, Dr Audrey Timm, was an invited panel symposium speaker at the 31st International Horticultural Congress, in Angers, France. She spoke to the audience about how the ornamental horticulture industry connects knowledge to practice for greener and sustainable cities.



AIPH SPARRING PARTNER GROUP

New Genetic Techniques

AIPH has completed and sent in the EU Public Consultation on plants produced by certain new genomic techniques. Our input is from the ornamental growers' point of view.

If you would like to know more, join the AIPH's Novelty Protection Group, which advocates fair and robust plant breeders' rights (PBR), thereby encouraging innovation and rewarding quality so that growers can reap the benefits of their work.

Mia Buma advises AIPH on the latest developments and contributes significantly to our ability to keep AIPH members informed and represented. To be able to do all this work in the PBR field, AIPH has set up a Sparring Partner Group (SPG) of the Novelty Protection Group, which interested people are free to join. The SPG receives detailed notes and updates about novelty protection and members have the opportunity to contribute to formal AIPH responses to matters arising.

For more information, contact AIPH Communication Executive, Rachel Wakefield, at rachel.wakefield@aiph.org.



FLORACULTURE INTERNATIONAL MAGAZINE

FCI's September cover story, 'The Great Chrysanthemum creators', is about Royal van Zanten outlining the details of accomplishing a commercial Chrysanthemum variety.

We review the hard stuff, too, with Floridata/VGB half-yearly figures confirming sluggish performance by Dutch flower and plant exporters. And on the other hand, we focus on the retail potential in Poland.

What are consumers up to online? Domingo Iudice tells us how to get the clicks. He will be the keynote speaker at AIPH World Ornamental Horticultural Summit on Wednesday, 28 September. These articles, and more, feature in September's edition.



[Read Online](#)

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